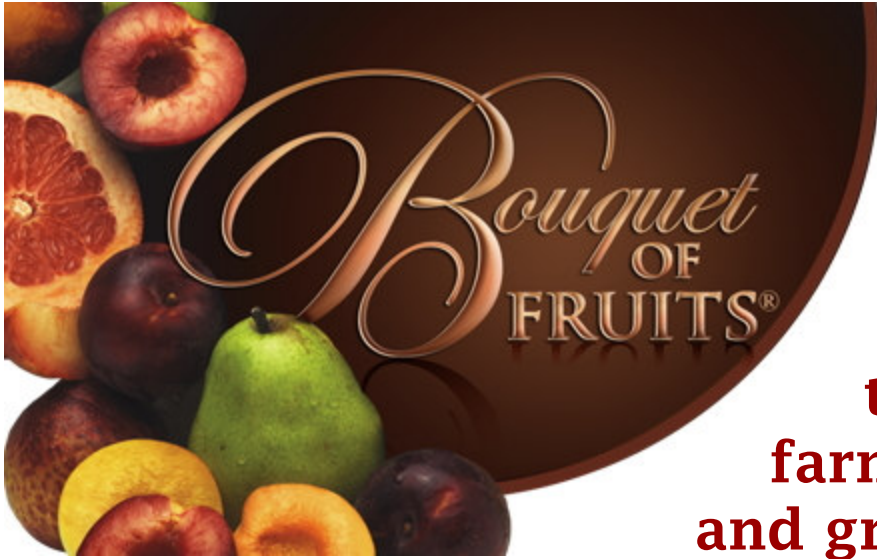




*Fresno City  
Council*

**June 4, 2009**





# *History*

Israel and Burtha Paul migrated to the U.S. in 1904 and began farming fresh apricots, nectarines and grapes.

In 1988, great grandson, Stephen Paul opened up the first Bouquet of Fruit retail location.

In 1999 a comprehensive marketing plan was developed to utilize already established Internet companies with existing customer base to promote the bounty of the San Joaquin Valley's vast agricultural products.



Jumbo California Cherries

# *Market Niche*

**Bouquet of Fruits has become the nations leader in creating a network for “drop-shipping,” enabling local, independently owned stores across the United States to sell fresh produce from around the Valley.**

# *Customer Base*



Aside from selling the freshest and most creative gift baskets to local residents and corporate businesses, the Gourmet Shopping Network, is now able to sell to customers across the United States.

Bouquet of Fruits has also contracted with top retailers such as Costco and 1-800-Flowers, which has expanded the customer base exponentially over the past decade.

# *Local, Local, Local*

- LOCAL produce
- LOCAL growers
- LOCAL employees
- LOCAL banks
- MBA students from Fresno State are writing the Business Plan for the expansion of the company.
- RJI clusters served as a catalyst for building relationships with local manufacturers and growers

**SHOP AT THE NETWORK!**  
FOR MORE OF OUR GOURMET GIFTS [CLICK HERE!](#)



**Chocolate Apples™**

A background image showing a woven basket filled with fresh strawberries and several white flowers with green leaves. The basket is resting on a bed of green grass.

# *Employees*

**Family Business**

**12 Full-Time Employees**

**Manufacturing/Marketing/  
Web-Development  
all trained in-house**





# *The Sky is the Limit*



**Bouquet of Fruits is currently  
expanding...**

*The*  
**Gourmet**  
SHOPPING NETWORK™  
*A One-Stop Magnificent Gourmet Shop!*

*Summer Gourmet  
Delectables throughout the site!*

Shop By  
Brand

Shop By  
Category



*The Fruit & Salmon  
Gourmet Basket Item #55*

More Info



# *What can the City do to Help?*

